

# ABSTRACT

A printer prints a black mark BM having a left mark edge BMa and a right mark edge BMb on a paper P. An encoder offset SH\_L\_EDG for the left mark edge BMa is set based on  
5 the difference between the carriage position (encoder value PR\_ENC\_L) that is detected when the print head 10 prints the left mark edge BMa and the carriage position (encoder value SEN\_ENC\_L) that is detected when the media sensor 68 detects the left mark edge BMa. Similarly, an encoder offset  
10 SH\_R\_EDG for the right mark edge BMb is set based on the difference between the carriage position (encoder value PR\_ENC\_R) that is detected when the print head 10 prints the right mark edge BMb and the carriage position (encoder value SEN\_ENC\_R) that is detected when the media sensor 68 detects  
15 the right mark edge BMb. In this way, the printer can suppress the effects of mounting error and can prevent a decline in accuracy when detecting edges of the paper P.

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